Bureau of Chronic Disease Prevention

We strive to reduce the burden of chronic disease and focus on reducing gaps in health equity.
Current Youth Cigarette Use in NYC 2001-2017

% of Public High School Students

2001: 17.6
2003: 14.8
2005: 11.2
2007: 8.5
2009: 8.4
2011: 8.5
2013: 8.2
2015: 5.8
2017: 5.0

Source: NYC Youth Risk Behavior Survey, 2001-2017
The New Threat: Youth Epidemic of E-Cigarette Use

A Public Health Crisis: Electronic Cigarettes, Vape, and JUUL

Juul Targeted Schools and Youth Camps, House Panel on Vaping Claims

Teenage Vaping Rises Sharply Again This Year

Preliminary figures from a national survey show that the prevalence of e-cigarette use among minors has doubled from 2017 through this year, despite national campaigns warning of the dangers.

Vaping Rampant Among Middle Schoolers In NYC, Officials Say

About 1 in 15 middle schoolers used e-cigarettes last year, a rate that alarmed health officials amid a spate of illnesses tied to vaping.

Surgeon General Warns Youth Vaping Is Now An 'Epidemic'

December 18, 2018 - 12:08 PM ET
Current Youth Tobacco and E-cigarette Use in NYC, 2017

<table>
<thead>
<tr>
<th>Product</th>
<th>% of Public High School Students</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cigarettes</td>
<td>5.0</td>
</tr>
<tr>
<td>Smokeless</td>
<td>4.0</td>
</tr>
<tr>
<td>Cigars/Cigarillos</td>
<td>5.8</td>
</tr>
<tr>
<td>E-cigarettes/Vapes</td>
<td>17.3</td>
</tr>
</tbody>
</table>

Source: NYC Youth Risk Behavior Survey, 2017
Percentage of public middle school students who currently use e-cigarettes and cigarettes, New York City, 2018

*Estimate should be interpreted with caution due to large relative standard error.*
How did we get here: Industry’s role

Policy: gaps & industry lobbying

Product: flavors, tech appeal, nicotine content

Marketing: youth oriented and aggressive
Our strategy: Tackling E-Cigarette Use

• NYC Policy
  • Smoke Free Air Act coverage (2013)
  • Tobacco 21 (2013)
  • Pharmacy ban (2017)
  • License & cap (2017)

• Education and Outreach

• Research and Surveillance
E-cigarette Policy: In Schools & Other Spaces

City law prohibits e-cigarettes use in all places where smoking is prohibited, including residential common areas, restaurants, sports arenas, and other workplaces and schools since 2014.

The NYC Public School Code of Conduct has been updated to state that “possession and/or use of cigarettes, electronic cigarettes, matches, lighters, and/or vaping devices” is considered disorderly behavior.
E-cigarette Policy: New License

Why?
• Since 2013, Tobacco 21 has banned e-cigarettes sales to persons under 21
• Without a license, enforcement gaps persist

How?
• Create a new e-cigarette license with community district caps
• Pharmacies cannot get a license
E-cigarette Policy: The Pharmacy Ban
Community-Based Outreach: The DEFEND Campaign

The truth about menthol tobacco products

Menthol is a minty flavored substance added to tobacco products that hides the harshness of smoking.

What is menthol?

The tobacco industry advertises mentholated tobacco products to teens and communities of color.

The tobacco industry advertises menthol tobacco products to train menthol users to use menthol cigarettes.

How does the tobacco industry sell menthol cigarettes?

The tobacco industry advertises menthol tobacco products to teens and communities of color.

The tobacco industry advertises menthol tobacco products to train menthol users to use menthol cigarettes.

What an organization can do

Take the pledge to DEFEND! (Use this pledge in the toolkit.)

Choose tobacco products and e-cigarettes as quitting strategies. Young people can reduce the number of young people who are smoking and promoting nicotine addiction in your community.

How to help the community join the campaign. The DEFEND campaign is about helping the community join the campaign.

Defend defeat flavors & end nicotine dependence

Guide for community-based organizations

APPENDIX A

Event/Workshop Activities

Tobacco Industry Advertisements Gallery Walk

Support: to learn tobacco-related abuse, visit tobaccoindustry.org

WHAT AN ORGANIZATION CAN DO


take the pledge to DEFEND! Use this pledge in the toolkit.

DEFEND

DEFEAT FLAVORS & END NICOTINE DEPENDENCE

Guide for Community-Based Organizations

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Guide for Community-Based Organizations
School-Based Outreach

**PEP TALKS**

**NICOTINE & JUUL**

**NYC Department of Education**

**Citywide Behavioral Expectations**

*To Support Student Learning*

**Grades 6-12**

Student Discipline and Code of Conduct and Bill of Student Rights and Responsibilities

**Effective April 2017**

Revised September 2018

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**NYC Department of Health and Mental Hygiene**

**Department of Education**

**Frequently Asked Questions (FAQ): E-Cigarettes**

E-cigarette use in New York City (NYC) has increased among youth. In 2017, 17.9% of NYC high school students reported using e-cigarettes, which is common among high school students. This FAQ will help you learn about

**What are e-cigarettes and e-vaping devices?**

- E-cigarettes are devices that can inhale. They can also be e-cigarettes are often called vapes.
- E-cigarettes do not contain tobacco, which is addictive.
- E-cigarettes also come in many shapes and sizes, like a USB flash drive.
- E-liquid refills are sold and used to make whole packs of cigarettes.

**What are the risks of nicotine?**

- Nicotine is addictive, especially for teens.
- Nicotine can damage the brain and memory and affect their thinking.
- Youth who use e-cigarettes inhale nicotine.
Provider-Based Outreach

City Health Information

New York City Department of Health and Mental Hygiene

June 2019

Guidance on Addressing E-cigarettes with Pediatric Patients

- More than 17% of New York City high school students use e-cigarettes, exposing them to the risk of nicotine dependence and to other harmful chemicals.
- Youth who use e-cigarettes are also more likely to later try cigarettes.
- Discuss the risks of e-cigarettes with your patients and ask about use:
  - Starting at age 5 years, provide education and counseling to prevent e-cigarette and tobacco use as part of ongoing anticipatory guidance.
  - Starting at age 10 years, screen for e-cigarette and tobacco product use. Encourage disclosure by asking parents/guardians to leave the examination room when age appropriate.

Dear Colleague:

More than 17% of NYC high school students use e-cigarettes, often thinking that these products are harmless. E-cigarettes, also called vapes or vape pens, are battery-operated devices that heat a liquid (e-liquid) into an inhalable aerosol that delivers nicotine and other chemicals to the lungs. E-cigarettes come in many shapes and sizes. Using an e-cigarette is often called vaping. JUUL, an e-cigarette that looks
Digital Media Campaign

New Health Department Campaign Warns Youth of Dangers of E-cigarette Use

The campaign will run on digital platforms—including Instagram, Snapchat, Twitter, YouTube, Hulu, Facebook, and Google search—in English and Spanish through the end of the year.

DON’T GET HOOKED.

WAKE UP VAPE VAPE VAPE
VAPE VAPE VAPE VAPE
GO TO SCHOOL VAPE VAPE VAPE VAPE
VAPE VAPE VAPE VAPE
FLIRT WITH SAM VAPE VAPE VAPE VAPE
VAPE VAPE VAPE VAPE
Going forward

- Policy landscape – rapidly evolving
- Continued outreach and education
- New developments
With thanks to many DOHMH colleagues